

Carpool Connect

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Monetization

The key to making CarpoolConnect successful is that you would need to monetize it in such a way as to not make users more inclined to use rideshare apps such as Uber or Lyft. The benefits of these companies is that people can easily order cars from their phone without having to coordinate trips and be brought directly to their destination, using drivers that have published reviews. The convenience and assumed safety of using one of these apps could cause drivers to avoid using CarpoolConnect if it does not come with a significant cost benefit. As such, using a subscription based plan where the user pays a monthly fee for access to the service would most likely not work. The best approach would be to charge users a fee once they have found a group of people to connect with that will then launch the portion of the app that connects the users and arranges the trip for them. If the user doesn't pay this fee, they will not have access to the people they have connected with and thus will not be able to organize the trip on their own. If there is no cost associated with the platform until the user actually finds a group of people to travel with, they will be more incentivized to go into CarpoolConnect and search for other people traveling to the same destination as them before they decide to open a rideshare app.

Market Size

I think the size of this market is quite large, as issues of climate change and environmentalism become more prominent. Studies have been done to show that rideshare apps are actually creating more pollution than they displace: “according to the Union of Concerned Scientists, ride-hailing trips today result in an estimated 69 percent more climate pollution on average than the trips they displace.”¹ While CarpoolConnect doesn't reduce this pollution to zero, it does create the opportunity to significantly decrease it. If four people agree to carpool to a destination through the platform, they can reduce the amount of pollution from their collective journeys to approximately 25% of what it would be if they decided to take four

¹ [Uber and Lyft generate 70 percent more pollution than trips they displace: study - The Verge](#)

separate Ubers. While there are some safety concerns related to getting into a car with complete strangers, if the proper implementation is put into place so that the app can have safety guards, the reduction in emissions could be enough to incentivize people to use CarpoolConnect.

Additionally, if the cost to use the platform is significantly lower than the cost of using a rideshare app, people will also be more inclined to use CarpoolConnect. As most people are concerned with the cost of travel and the number of people trying to make environmentally-friendly lifestyle choices is increasing, the size of the market for an affordable and sustainable ridesharing app is expected to be quite large.

Costs

The cost of CarpoolConnect is quite minimal, as the platform does not actually require the operation of any vehicles. The app is only involved in creating connections between drivers but does not have any impact after that. Therefore, the costs associated with the platform are merely related to the software development. The development of a rideshare app can be anywhere from \$50k - \$300k². However, these apps often require significant amounts of code to manage things like car tracking and payment methods. Since CarpoolConnect simply connects people and thus does not require much complicated implementation, it would be reasonable to expect that the cost falls on the low end of this range if not much lower.

² [Uber: How Much Does It Cost to Make an App Like It? \(domandtom.com\)](http://domandtom.com)